

Welcome

Visitors to the State Fair. We extend a cordial invitation to the strangers within our gates to visit our modern shop for women. Great displays in correct apparel for women, misses and children will be shown. Our class of merchandise warrants your attention and we take pleasure in the showing without any suggestion that you make purchases. We have all conveniences for yourselves and your ladies. Come here and make our place your headquarters.

New Dress Goods for Fall in the Season's Most Favored Weaves

An unprecedented showing is being made this season of the favorite Weaves for Autumn and Winter. Many of the designs are exclusive and all of our new Dress Goods are from the best foreign and domestic manufacturers. You will find, for instance:

French Twill Serge, Costume Serges, Silk and Wool Poplins, Broadcloths, Gabardines, Fancy Checks and Plaids, Wool Velours, Cordings, etc., in all the new colorings for Fall such as navy, Copenhagen, brown, green, Burgundy, Fuchsia, white and black checks. Both small and large plaids.

SPECIAL—And to start things we have arranged one big table of all wool dress goods in plain colors also fancies, with 40 to 50 inches. Values to \$2, at the special price of \$1.48.

New Silks and Velvets

For Autumn and Winter. A Wonderful Silk Display Embracing All of the Popular Silks.

Enthusiasm reigns supreme in our Silk Department, where each arrival of the beautiful silks seems more lovely than the one before. Those who have inspected our wonderful display are profuse in their praise of the selections, which are the result of infinite care.

We show a generous selection of plaid silks and striped silks and the fashionable new pussy willow prints. Without a doubt our collection of silks is without its equal in this part of the country. Prices for these good silks, yard-wide and over, are from \$1.25 the yard up.

SPECIAL—Come in Monday and see the table full of Silks from 24 to 26 inches wide in both plain and fancies, on sale at the special price of 98c.

Included also are 36-inch Black Chiffon Taffeta and Dress and Lining Satin, values to \$1.50, for 98c.

Velvets and Velours

Have you seen our magnificent display we open the season with? Most magnificent display we have ever made.

Black and Colored Velvets

Lately we have acquired the markets of the world for this display, and in consequence your choice of the best velvets and colorings is practically unlimited.

Not alone that, but at every price, from the lowest to the highest, the values are the very best obtainable.

Plain Chiffon Velvets, 26 to 45 inches, \$3.00 to \$7.50.

Carpet Velvets, all shades, at \$6.00.

Satin Velvets, evening shades, at \$7.50.

And a full line of Millinery and Trimming Velvets in black and colors at \$1.00 and up.

Newest Correct Autumn and Winter Trimmings and Laces

A Special Display Monday and Week—Main Floor.

Whatever your preference in laces and trimmings, it may be gratified here. We show this season by far the largest and most beautiful assortment ever assembled on our counters. The new lines have been carefully arranged about the department in order that you may better and more easily view the most recent Parisian importations, together with the newest of the American creations. Comprised in this admirable exhibit are beautiful, spangled flounces and bands of sparkling, sparkling, metallic effects, attractively beaded bands and motifs and fine time laces on silk nets in white, silk, pink, green and black.

New Cretonnes and Their Uses

The Drapery Department is bright and flowery with new cretonnes. There are blossoms of all kinds, rich foliage stripes and birds. The assortment of colors is wonderful.

Come and let us give you new ideas as to the uses of these wonderful cretonnes. Here are a few suggestions:

CRETONNES ALONE—Bed Sets, Dresser Scarfs, Bags, Pillows, Draperies, Pin cushions.

COMBINED WITH WOOD, METAL, ETC.—Sewing Screens, Hat Boxes, Shirtwaist Boxes, Lamps, Baskets, Desk Sets.

Fall Wash Goods

First Floor.

New Printed Flannel—good assortment to select from, best colors, designs suitable for Kimonos, bath 12c.

32-inch Zephyr Dress Ginghams, stripes, checks and plaids, suitable for school dresses, only 18c line, now 15c.

WHITE COTTON FLANNEL—A special purchase of 50 pieces made last spring, an excellent 12½ quality, on sale, per yard, 10c.

FANCY COTTON—Our new Fall stock including over 400 pieces in a wide range of patterns, 12½ quality, sale price 11c.

NEW FLANNELLETTE—An excellent line of patterns and colors, 15c and 18c.

NEW PERCALES—36 inches wide, best colors, light and dark shades 15c yard.

Petticoats from the 60's

Petticoats have merged from the realm of necessity to that of style. These are rare, beautiful brocades and satin-striped taffetas, such as our grandmothers might have worn—such handsome silks seem to belong to another age.

They are so firm-textured and crisp that one does not need hoops to make them stand out under the buffing new skirts.

NOTE—A special feature is made in our Petticoat Shop of out sizes—34-inch to 68-inch hips, and short lengths—32 inches to 34 inches.

Knit Scarf and Cap Sets

A Beautiful Display at \$1.50 and \$1.50 a set.

Full fashioned Knit Caps with long, wide scarfs to match, knit in solid colors of emerald, gray, white, red, Copenhagen, blue and in many pleasing combinations.

Close at 6:30 p. m. as Usual
This Week So Do Your Shopping During the Day.
THE ECONOMIST

The ECONOMIST

The New in Women's Outer Apparel

The Autumn season finds us ready with a collection of new apparel that emphasizes the position of this store as the largest and foremost specialty store in New Mexico. Women who visit this store will find a correct expression of all the more exclusive Autumn styles.



Exquisite Evening Frocks

Frocks suitable for dance and reception wear. A charming collection created in the newest silks and laces. There are scores of exclusive styles correctly priced at \$25.00, \$37.50, \$50.00 up to \$150.00.

Smart Serge Frocks

The popular everyday dress of the season. A wide selection of very attractive models that will meet with your instant approval. Very unusual values at \$12.75, \$15.00, \$25.00 up to \$50.00.

The New Autumn Coats

The most stylish and the most beautiful of many seasons. The finesse in the fabrics and the latest flowing styles will please you. All reasonably priced at \$25.00, \$35.00, \$50.00 up to \$125.00.



Presenting New Fall Models in Women's Blouses

Tuckings, frillings, pleatings and shirtings, ribbons, buttons, hemstitching and embroidery—many things go to compose a dainty blouse this season. The blouses we show are artistic creations, effectively combining notes of fashionable femininity.

Fashioned of Georgette Crepe, Crepe de Chine and Novelty Silks, made up along the new lines of simplicity and elegance which distinguish so many of the favored styles. Priced \$3.00, \$3.75, \$5.00, \$7.50 and up.

New Middies for School or Sport Wear

Regulation Middies, many new styles, made of white dainties, many new style trims at \$1.25, \$1.50 and up.

Serge and Flannel Middies, made of navy blue and grey flannel, all sizes. Priced at \$1.50, \$2.00, \$3.50 and up.

New Autumn Skirts

\$5, \$5.50, \$6.50, \$7.50, \$8.50, \$10.50 to \$15.

Those at \$5 and \$5.50 are chiefly of serge, black and navy, all with some nice style of pocket, mostly with attached self belt. Some are button trimmed, some are braided trimmed.

At the higher prices they are of silk, poplin, broadcloth, serges, satins, satin striped taffeta and other fancy silks. All with the latest of the fashion in their lines, their pockets and their belts or girdles. Very good styles in fancy plaid checks and in color stripes.

Styles suitable for dress as well as the substantial business models, indeed the greatest variety, the most complete stocks and the lowest prices, we are told in Albuquerque.

Waistbands from 22 to 32 inches, all proportionate lengths. Some extra sizes included. All with hems basted by hand or machine for ease of adjustment.

Second Floor.



Broadcloth Collars

Are Neckwear Favorites

We are now shipping a collection of fall neck wear that is artistic, smart and above all, new. Among the new Autumn neckwear, collars of soft white broadcloth are delightfully attractive when worn on dress of serge or satin. Also many other artistic creations. Every one dainty, unique and fresh. Priced 50c to \$5.00 each.

Carry a New Handbag With Your Suit

In Leather, Silk or Velvet.
Novelty Strapped Purses, 50c and up.
Novelty Leather Hand Bags, \$1.00 and up.
Silk and Velvet Hand Bags, beaded, draw string effect, all colors, \$2.50 and up.

New Fall Millinery



A Comprehensive Display That Interprets All of Fashion's Leading Millinery Style for Fall.

Our Millinery Department exhibits a wonderfully complete assortment of authoritative Fall hat fashions. Beautiful creations in Velvets, Lyons Velvets, Hatters' Cloth, and many other materials in every wanted shade and trimming effect. Deep, rich colorings, such as purple, burgundy, Russian green, navy, castle red, black and others give you a wide choice in your selection. They are priced \$3.00, \$7.50, \$10.00 and up.

Furs

by the Yard and Furs in Sets



Furs

Separate Muffs and Separate Capes and Stoles

Fur Trimmings, of Course

Fashion is very emphatic in her demand for fur trimmings—and it is not confined to use on suits and coats but on dresses, millinery and even on the boots.

Just about every worthy grade of fur trimming now in vogue is here in various widths and all are most moderately priced, quality considered.

Prices begin at 20c for Cores and advance by easy steps to \$7.00 a yard for mink and beaver.

Fur Sets and Separate Pieces

Scarfs, Muffs, Capes and Sets. Our new Fall stock of Furs is now in and the showing is immense. All the new furs, such as Skunk, Wolf, Raccoon, Fox, Hudson Seal, Island Fox, Red Fox, Grey Fox, etc. Come in and see the newest in fur muffs and capes. Prices right.

Kayser Silk Stockings Guaranteed to Give Satisfactory Service

This is a broad statement to make, but Kayser's silk stockings are so good, they wear so well and we think so much of them that we will absolutely guarantee every pair of Kayser's silk stockings to give entire satisfaction to the wearer.

In case you purchase a pair that does not wear as well as you think good silk stockings should, or even better than any other make, we will take pleasure in replacing them with new stockings.

We will leave it entirely to your sense of fairness.

All Kayser's silk stockings are made with the flare top and with deep garter looms.

Kayser thread silk stockings with lace tops and double heel soles, heels and toes, per pair \$1.15.

Kayser thread silk stockings with double silk soles, heels and toes, per pair \$1.50.

KAYSER WONDERFOOT SILK STOCKINGS with re-enforced garter heels. The foot is protected against wear through an interweaving of fine thread in the soles, heels and toes. This does not show on the outer side. It so strengthens the wearing quality of the foot that it will outwear the rest of the stockings and in no way mar its beauty. Per pair, \$2.00. All with the new marvel stripe which guarantees against runs.

Special for This Week

A new line of fancy Silk Hosiery, also white and black Silk Hosiery, a good assortment to choose from, special while they last 98c pair.

Children's Furnishings

Children's Sweater Sets of three pieces, all wool knitted, choice of rose, Copenhagen, white, cardinal and oxford, excellent values at \$3.50 and \$3.75.

Children's Sweaters—All sizes, in white, Copenhagen, rose, green, brown, white and combination colors, priced at \$1.50 to \$7.50.

Advance Styles in Dress Patterns

will be found in our Pattern Department. Ladies' Home Journal Patterns are now on sale for all styles of women's and misses' Fall and Winter dresses, coats and suits together with garments for children of all ages.

Outing Flannel Gowns—New Outing Flannel Gowns, white and stripes, special at 65c and up.



Knit Skirts—Knitted Skirts knee length, solid colors, stripe borders 75c, \$1.00 and up.